

BUSINESS, MARKETING, AND INFORMATION TECHNOLOGY EDUCATION

Course content standards and performance expectations and Indiana Academic Standards integrated at: <http://www.doe.in.gov/octe/bme/curriculum/contentstandards.htm>

Teacher Requirements: <http://www.doe.in.gov/dps/licensing/assignmentcode>

Introduction

Business and industry surveys indicate that economic survival in the 21st century will demand that students know and understand both fundamental and technical concepts of business as well as possess the ability to execute these concepts in nearly any setting. All persons regardless of age, gender, and career aspirations, can benefit from participating in business education.

Today's global society challenges the talents and imaginations of Indiana's diverse student population. Like never before, they face a competitive environment that demands creative, innovative, market-driven solutions to new problems and new opportunities. Graduates of secondary and post-secondary schools must be prepared to understand the needs and demands of others, to analyze rapidly changing events, and to formulate responsive, rational, and proactive approaches to decision making.

Looking to the future and adjusting and adapting as innovations emerge, the business education curriculum has changed dramatically over the years and now parallels the practices being implemented in the business world both at home and abroad. As the explosion of technology began impacting businesses in an unprecedented manner, business education quickly adjusted the curriculum to follow suit. When American businesses began to expand their frontiers to include global transactions, business education began incorporating international content into the curriculum. Business education has never been a static, stationary discipline; rather, it is an emerging, expanding, and challenging field.

The mission of Business, Marketing, and Information Technology Education in Indiana is to work cooperatively with the business community to prepare all individuals to live and work as productive citizens in a changing global society by providing essential business experiences, education, and training. These experiences should actively engage students using instructional strategies that rely on the use of technology and practices that reflect current and emerging business procedures.

Today's men and women have unlimited career opportunities. The greater freedom of occupational choice for all individuals is having a marked effect on the Business, Marketing, and Information Technology Education curriculum. Few areas have changed curriculum, technology, directions, and equipment more than the Business, Marketing, and Information Technology Education area. In keeping pace with the challenges of a new frontier in business, great strides have been made in the development of a curriculum that will meet and challenge the needs of our diverse population as we continue to adapt to changes in the 21st Century.

Middle School Course Title & Description

BUSINESS AND INFORMATION TECHNOLOGY MIDDLE SCHOOL

Grades 6-8

(BUS IT ML)

0494

The Indiana Business and Information Technology Middle School Curriculum provides concepts and applications that facilitate the development of competencies required for success in all academic areas and in real-world contexts. This curriculum relates closely to understandings and competencies students will need as their world expands and as they develop career interests. The four broad areas included in this curriculum are technology, career exploration, personal finance/economics, and entrepreneurship. The performance expectations and instructional strategies for each area provide many opportunities to engage students in learning and applying technology as a tool. This approach is in keeping with the NETS (National Educational Technology Standards) approach, which places heavy emphasis on integrating technology into the curriculum. The No Child Left Behind (NCLB) legislation mandates that students reach technological proficiency by the completion of the eighth grade.

Each of the four curriculum areas is described below. The specific topics included, which can vary in length, provide opportunities for students to explore curriculum areas and develop knowledge and skills needed in conjunction with other middle school curriculum areas. Student achievement of the technology standards will allow teachers in other content areas to focus on the application of these competencies in meeting the standards specific to their academic areas. These four curriculum areas provide a basis on which students can make decisions regarding their future educational and employment endeavors, as well as prepare them to conduct personal business activities.

It is imperative to understand that this entire middle school curriculum (Technology, Career Exploration, Personal Finance/Economics, and Entrepreneurship) cannot be attained in just one exploration or one rotation class in a semester, trimester, or block program of studies. It is a sequential and developmental program of study. Students should progress on the basis of the number of weeks available for business content instruction in their middle school curriculum. The courses, Career Planning and Success Skills and Digital Communications Tools, may be taught in the Indiana Business and Information Technology Middle School Curriculum. If the standards and time requirements for these courses are met, students may receive high school credit.

Business and Information Technology Middle School Curriculum Areas

Technology

In the Technology area, students will learn basic functions of computer systems, touch keyboarding, several other input methods, and will explore various software packages. The overall objective in this curriculum area is to enable students to meet the No Child Left Behind legislation that requires technological literacy for all students by the completion of grade 8. The National Educational Technology Standards (NETS) developed by the International Society for Technology Education (ISTE) include six technology foundation standards for students. These six standards were used by the North Central Regional Educational Laboratory (NCREL) to

develop grade-level proficiencies for student technological literacy. An adaptation of these proficiencies was used for the performance expectations in the Technology curriculum area.

Career Exploration

In the Career Exploration area, students will explore their interests, identify the types of work they do well, and determine what they want and expect for their future. They will become acquainted with the array of careers available and explore educational and personal requirements for various career clusters. This awareness is important because frequent career changes are common in the 21st Century. New career fields, job clusters, and expansion of student awareness of career possibilities are emphasized. The National Business Education Association (NBEA) standards were used to develop performance expectations in the career exploration curriculum area.

Personal Finance/Economics

Personal Finance/Economics topics will help students develop knowledge and skills for personal financial management. The problem-solving approach used is fundamental to students developing life skills in the areas of income and money management, spending and credit, and saving and investing. The NBEA standards (www.nbea.org) and the Jump\$tart (www.jumpstart.org) standards were used to develop performance expectations in the personal finance/economics curriculum area. In addition, appropriate middle school skills were selected from the Networks Personal Financial Literacy Skills list developed by the Networks Financial Institute (www.networksfinancialinstitute.org). Resources listed include programs conducted by Entrepreneurship Investigation, Junior Achievement, and Business & Professional Women that give students authentic personal finance experiences.

Entrepreneurship

In the Entrepreneurship area, students will learn about business ownership, management, including entrepreneurship. The performance expectations for this area were selected from the NBEA standards and the Entrepreneurship Investigation curriculum. Students will have opportunities to explore the role of business in our economic system and the personal and educational requirements needed to succeed in the areas of business ownership/management and entrepreneurship. This curriculum area does not have comprehensive coverage in the middle school curriculum. At the middle school level, the purpose of the Entrepreneurship area is to help students explore an area they may wish to study further in high school or college.

- Course content standards and performance expectations and Indiana Academic Standards integrated at: <http://www.doe.in.gov/octe/bme/curriculum/contentstandards.htm>
- Teacher Requirements: <http://doe.in.gov/dps/licensing/assignmentcode>
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

High School Course Titles & Descriptions

ACCOUNTING I

(ACC I)

4524

Accounting I is a business course that introduces the language of business using Generally Accepted Accounting Principles (GAAP) and procedures for proprietorships and partnerships using double-entry accounting. Emphasis is placed on accounting principles as they relate to both manual and automated financial systems. This course involves understanding, analyzing, and recording business transactions and preparing, analyzing, and interpreting financial reports as a basis for decision making. Instructional strategies should include the use of computers, projects, simulations, case studies, and business experiences requiring the application of accounting theories and principles.

- Recommended Grade Level: 10-12
- Recommended Prerequisite: Business Foundations, Computer Applications, Algebra I
- Credits: A two-credit course over two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: Although Accounting may benefit all Indiana career clusters, it is a recommended component for several pathways in the following career clusters:
 - Agriculture, Food & Natural Resources
 - Business, Management & Administration
 - Finance
 - Hospitality & Tourism
 - Information Technology
 - Marketing, Sales & Service
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

ACCOUNTING II

(ACC II)

4522

Accounting II is an advanced-level business course that builds upon the Generally Accepted Accounting Principles (GAAP) and procedures learned in Accounting I. Emphasis is placed on managerial decisions made in corporate accounting, including in-depth analysis of financial statements. The importance of making ethical business decisions is emphasized. Instructional strategies must include the use of spreadsheets, word processing, and accounting software. Projects, simulations, case studies, and business experiences are used to apply accounting principles and produce appropriate financial reports.

- Recommended Grade Level: 11-12
- Required Prerequisites: Accounting I and Computer Applications
- Recommended Prerequisite: Algebra II
- Credits: A two-credit course over two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: Although Accounting may benefit all Indiana career clusters, it is a recommended component for several career pathways in the following career clusters:
 - Agriculture, Food & Natural Resources

- Business, Management & Administration
- Finance
- Hospitality & Tourism
- Marketing, Sales & Service
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

ADVANCED BUSINESS, COLLEGE CREDIT
(ADV BUS CC)

4564

Advanced Business, College Credit, is a title covering (1) any college-level business course offered for credit by an accredited postsecondary institution through an approved agreement with a secondary school, or (2) any other postsecondary business course offered for dual credit under the provisions of 511 IAC 6-10. The intent of this course is to allow students to earn college credit for courses with content that goes beyond that currently approved for high school credit.

- Recommended Grade Level: 12
- Recommended Prerequisites: Four or more credits in a business career pathway
- Credits: Dual college credit determined by college or postsecondary institution
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: This course may be included as a component for career pathways in all Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

**BUSINESS AND MANAGEMENT HIGHER LEVEL,
INTERNATIONAL BACCALAUREATE**

4580

(BUSM H IB)

Business and Management Higher Level, International Baccalaureate explores how and why individuals form organizations, organizational problems and life cycles, and the role of individuals and groups within organizations. Students gain a broad understanding of the variety of organizations that exist, including profit and non-profit, and will examine and apply the principles of organizations and the techniques practiced in organizational decision making. Students also develop an understanding of the interdependency of organizations and the effect on problem solving.

- Recommended Grade Level: Grades 11-12
- Credits: 4 semester course, 1 credit per semester
- Counts as an Elective or Directed Elective for the General, Core 40, Core 40 with Academic Honors, Core 40 with Technical Honors and International Baccalaureate diplomas
- A Career Academic Sequence, Career-Technical program or Flex Credit course
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

**BUSINESS AND MANAGEMENT STANDARD LEVEL,
INTERNATIONAL BACCALAUREATE**

4582

(BUSM S IB)

Business and Management Standard Level, International Baccalaureate examines the role of individuals and groups in forming organizations and their roles within organizations. Students gain a broad understanding of the variety of organizations that exist, including profit and non-profit, and the problems and life cycles of these organizations. This course develops an understanding of the interdependency of organizations, the effect of problem solving, and the application of organizational principles and techniques widely practiced in the process of decision making.

- Recommended Grade Level: Grades 11-12
- Credits: 2 semester course, 1 credit per semester
- Counts as an Elective or Directed Elective for the General, Core 40, Core 40 with Academic Honors, Core 40 with Technical Honors and International Baccalaureate diplomas
- A Career Academic Sequence, Career-Technical program or Flex Credit course
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

BUSINESS AND PERSONAL LAW (BUS PERSLAW)

4560

Business and Personal Law is a business course that provides an overview of the legal system. Topics covered include: Basics of the Law, Contract Law, Employment Law, Personal Law, and Property Law. Both criminal and civil trial procedures are presented. Instructional strategies should include mock trials, case studies, professional mentoring, job shadowing, field trips, guest speakers, and Internet projects.

- Recommended Grade Level: 11-12
- Recommended Prerequisite: Business Foundations
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: A recommended component for career pathways in all Indiana career clusters since legal issues are a part of every career cluster. A recommended component for several career pathways in the following career clusters:
 - Business, Management & Administration
 - Finance
 - Information Technology
 - Government & Public Administration
 - Hospitality & Tourism
 - Marketing, Sales & Service
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

BUSINESS, COLLEGE PREP (BUS CLG PRP)

4568

Business, College Prep is a senior-level business course for college-bound students. Students will learn the functions performed by business and the role of business in their personal and professional lives. Areas of study include business management, finance, business law, human resources, marketing, information management, business trends, entrepreneurship, and

business career options. Instructional strategies should include simulations, projects, team activities, Internet research, and cooperative ventures between the school and local businesses.

- Recommended Grade Level: 12
- Recommended Prerequisite: Computer Applications
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: This course may be included as a component for career pathways in all Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

BUSINESS FOUNDATIONS

4518

(BUS FND)

Business Foundations is an introductory business course that provides the framework for pursuing additional business courses. This core course acquaints students with economics, entrepreneurship, management, marketing, law, risk management, banking, personal finance, and careers in business. The importance and application of business etiquette and ethics are included. Opportunities may be provided for the student to participate in job shadowing, job mentoring, and other field experiences. Instructional strategies may include simulations, projects, and cooperative ventures between the school and the community.

- Recommended Grade Level: 9-10
- Recommended Prerequisite: Digital Communication Tools
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: A recommended component of one or more career pathways in the Business, Management & Administration and the Marketing, Sales & Service career clusters. This course may be included as a component for career pathways in all Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

BUSINESS MANAGEMENT

4562

(BUS MGMT)

Business Management is an advanced-level business course that focuses on the opportunities and challenges of ethically managing a business in the free enterprise system. Students will attain an understanding of management theories and processes that contribute to the achievement of organizational goals. The management of human and financial resources is emphasized. Instructional strategies should include job shadowing, simulations, guest speakers, tours, Internet research, and business experiences.

- Recommended Grade Level: 11-12
- Recommended Prerequisites: Computer Applications, Business Foundations, and/or Accounting
- Credits: A one-credit course over one semester
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with

- Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: Business Management may benefit students in all Indiana career clusters. It is a recommended component for several career pathways in the following career clusters:
 - Agriculture, Food & Natural Resources
 - Arts, A/V Technology & Communications
 - Business, Management & Administration
 - Finance
 - Government & Public Administration
 - Hospitality & Tourism
 - Human Services
 - Information Technology
 - Law, Public Safety, Corrections & Security
 - Marketing, Sales & Service
 - Science, Technology, Engineering & Mathematics
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

BUSINESS MATH (BUS MATH)

4512

Business Math is a business course designed to prepare students for roles as entrepreneurs, producers, and business leaders by developing abilities and skills that are part of any business environment. A solid understanding of math including algebra, basic geometry, statistics and probability provides the necessary foundation for students interested in careers in business and skilled trade areas. The content includes mathematical operations related to accounting, banking and finance, marketing, and management. Instructional strategies should include simulations, guest speakers, tours, Internet research, and business experiences.

- Recommended Grade Level: 10-11
- Recommended Prerequisite: Algebra I
- Credits: A two-credit course over two semesters
- Fulfills a Mathematics requirement for the General Diploma only or counts as an Elective or Directed Elective for the Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- May fulfill up to two graduation credits of the minimum Mathematics requirement for a general diploma
- Career Clusters: A recommended component for career pathways in all Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

COMPUTER APPLICATIONS (COMP APPS)

4530

Computer Applications is a business course that provides instruction in software concepts using a Windows-based professional suite, which includes word processing, spreadsheet, database, graphics, and presentation applications. Instruction in basic computer hardware and operating systems that support software applications is provided. Additional concepts and applications

dealing with software integration, Internet use, and information about future technology trends are included. Instructional strategies should include teacher demonstrations, collaborative instruction, interdisciplinary and/or culminating projects, problem-solving and critical-thinking activities, simulations, and minibaskets/in-basket projects.

- Recommended Grade Level: 9
- Required Prerequisite: Digital Communication Tools or Business Middle Level
- Credits: A one-credit course over one semester
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: This course may be included as a component for career pathways in all Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

COMPUTER APPLICATIONS, ADVANCED

4528

(COMP APP ADV)

Computer Applications, Advanced is a business course that integrates computer technology, decision-making, and problem-solving skills. Areas of instruction include advanced applications and integration of a professional software suite and the use of emerging technology. Students should be given the opportunity to seek business/industry certification, such as Microsoft Office Specialist (MOS) certification. Instructional strategies may include collaborative instruction, peer teaching, in-baskets, minibaskets, LAPs, school and community projects, and a school-based enterprise.

- Recommended Grade Level: 10-12
- Required Prerequisite: Computer Applications
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: This course may be included as a component for career pathways in all Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

COMPUTER PROGRAMMING

4534

(COMP PROG)

Computer Programming is a business course that introduces students to computer programming using various languages. Throughout the course, information regarding programming-related careers and career/educational paths are provided. Logical thinking processes are required for problem analysis and solving. Instructional strategies should include project based activities, in-baskets, minibaskets, and LAPS, which expose students to workplace scenarios that require the development/programming of simple applications.

- Recommended Grade Level: 10-12
- Recommended Prerequisites: Digital Communication Tools and Algebra I
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: This course may benefit students in career pathways in several career clusters. It is a recommended component for several career pathways in the Information Technology and Science, Technology, Engineering & Mathematics clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

COMPUTER SCIENCE A, ADVANCED PLACEMENT (COMP SCI AP)

4570

Computer Science A, Advanced Placement is a business course that provides students with the content established by the College Board. Topics include: object-oriented program design, program implementation, program analysis, standard data structures, standard algorithms, and computing in context. Computer Science A emphasizes object-oriented programming methodology with a concentration on problem solving and algorithm development.

- Recommended Grade Level: 11-12
- Recommended Prerequisites: Digital Communication Tools, Computer Applications, Algebra I, and Algebra II
- Credits: A two-credit course over two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Highly recommended that teachers attend an in-depth workshop on Computer Science AP before teaching this course
- Career Cluster: Computer Programming may benefit students in career pathways in several career clusters; it is a recommended component for several career pathways in the Information Technology and Science, Technology, Engineering & Mathematics clusters. Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

COMPUTER SCIENCE AB, ADVANCED PLACEMENT (COMP AB AP)

4572

Computer Science AB, Advanced Placement is a business course that provides students with the content established by the College Board. Topics include: object-oriented program design, program implementation, program analysis, standard data structures, standard algorithms, and computing in context. Computer Science AB includes all the topics of Computer Science A, as well as a more formal and in-depth study of algorithms, data structures, design, and abstraction.

- Recommended Grade Level: 11-12
- Recommended Prerequisites: Digital Communication Tools, Computer Applications, Algebra I, and Algebra II
- Credits: A two-credit course over two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Advanced Placement standards for this course must be used
- Highly recommended that teachers attend an in-depth workshop on Computer Science AP before teaching this course
- Career Clusters: Computer Science AB, Advanced Placement may benefit students for career pathways in several career clusters. It is a recommended component for several career pathways in the Information Technology and Science, Technology, Engineering &

Mathematics clusters

- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

COMPUTER SCIENCE HIGHER LEVEL, INTERNATIONAL BACCALAUREATE
4584 (COMPSCI H IB)

Computer Science Higher Level, International Baccalaureate guides students through problem solving strategies and definitions to the construction of algorithms to create solutions, thereby developing skills of logic and analytical thinking. The common core includes: systems life cycle and software development, program construction in Java, computing system fundamentals, a case study, and a program dossier. Additional material may include computer mathematics and logic, abstract data structure and algorithms, further system fundamentals, file organization, and an extended case study.

- Recommended Grade Level: Grades 11-12
- Credits: 4 semester course, 1 credit per semester
- Counts as a Mathematics Course for the International Baccalaureate diploma or as an Elective or Directed Elective for any diploma
- A Career Academic Sequence, Career-Technical program or Flex Credit course
- Career Clusters: This course may benefit students for career pathways in several career clusters. It is a recommended component for several career pathways in the Information Technology and Science, Technology, Engineering & Mathematics clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

COMPUTER SCIENCE STANDARD LEVEL, INTERNATIONAL BACCALAUREATE
4586 (COMPSCI S IB)

Computer Science Standard Level, International Baccalaureate guides students through problem solving strategies and definitions to the construction of algorithms to create solutions, thereby developing skills of logic and analytical thinking. The common core includes: systems life cycle and software development, program construction in Java, computing system fundamentals, a case study, and a program dossier.

- Recommended Grade Level: Grades 11-12
- Credits: 2 semester course, 1 credit per semester
- Counts as a Mathematics Course for the International Baccalaureate diploma or as an Elective or Directed Elective for any diploma
- A Career Academic Sequence, Career-Technical program or Flex Credit course
- Applies to Core 40 math required during junior or senior year
- Career Clusters: This course may benefit students for career pathways in several career clusters. It is a recommended component for several career pathways in the Information Technology and Science, Technology, Engineering & Mathematics clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

DESKTOP PUBLISHING
4516 (DTP PUB)

Desktop Publishing is a business course designed to allow students to develop proficiency in using desktop publishing software to create a variety of printed publications. Students will

incorporate journalistic principles in design and layout of print and Web publications including integration of text and graphics and use of sophisticated hardware and software to develop and create quality materials for business-related tasks. Students will analyze the information and the audience and combine appropriate text, graphics, and design to communicate the desired message effectively. Planning and design principles are used to analyze and organize information, set up a design structure, and select or create appropriate visuals. Instructional strategies may include computer/technology applications, teacher demonstrations, collaborative instruction, interdisciplinary and /or culminating projects, problem-solving and critical thinking activities, simulations and project-based learning activities.

- Recommended Grade Level: 10-12
- Required Prerequisites: Digital Communication Tools and Computer Applications
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: This course may be included as a component for career pathways in all Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

DIGITAL COMMUNICATION TOOLS

4526

(DIG COMM T)

Digital Communication Tools is a business course that prepares students to use computerized devices and software programs to effectively handle communication-related school assignments and to develop communication competencies needed for personal and professional activities after graduation. Students will learn the capabilities and operation of high-tech hardware and software and will develop proficiency using a variety of computer input and output technologies, including touch keyboarding, speech recognition and handwriting recognition. Knowledge of hardware, software, and input and output proficiencies will be applied to communication situations that require problem solving and critical thinking. The projects included in this course will enable students to enhance their math, reading, listening, writing, speaking, and information presentation skills.

- Recommended Grade Level: 7-9
- Recommended Prerequisite: None
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- May be offered at the middle school level for high school credit if the course standards and time requirements are met
- A foundation course for Computer Applications
- Career Clusters: A recommended component for career pathways in all Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

ENTREPRENEURSHIP

4566

(ENTREPREN)

Entrepreneurship is a specialized business course designed to enable students to acquire the knowledge and develop the skills needed to effectively organize, develop, create, and manage their own business. Topics addressed include the assessment of entrepreneurial skills, the importance of business ethics, and the role of entrepreneurs in a free enterprise system. Students will develop a written business plan for a business of their choice. Instructional strategies may include a school-based enterprise, computer/technology applications, real and/or simulated occupational experiences, and projects available through the BPA/DECA programs of co-curricular activities.

- Recommended Grade Level: 11-12
- Recommended Prerequisites: Marketing or Business Foundations
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: A recommended component for career pathways in several Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

GLOBAL ECONOMICS (GLOB ECON)

4558

Global Economics is a business course that provides students with an understanding of their role as consumers and producers in domestic and global economies. This course enables students to understand how the economic system operates while comprehending their role in that system. Students deal with public policy, international economics, microeconomics, and macroeconomics in comparing economic systems and using selected economic measures. Instructional strategies may include development of a school-based enterprise, case studies, field trips, guest speakers, job shadowing, simulations, Internet research, and business experiences.

- Recommended Grade Level: 12
- Recommended Prerequisite: None
- Credits: A one-credit course over one semester
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- May fulfill up to one graduation credit of the Economics requirement
- Career Clusters: A recommended component for career pathways in all Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

INTERNATIONAL BUSINESS (INTL BUS)

4556

International Business is a business course that emphasizes an awareness of the global economy and how business is conducted. Areas of study include the cultural, geographic, political, and legal ramifications affecting business markets and world trade; and the international aspects of finance, management, marketing, communication, and technology. Instructional strategies include use of Internet access to communicate/research with

international businesses and individual schools, job shadowing, field trips, guest speakers, simulations, tours, interviews, and business projects.

- Recommended Grade Level: 11-12
- Recommended Prerequisites: Business Foundations, Business Management and/or World Language (one year)
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: A component of one or more career pathways in 7 of the 16 Indiana career clusters. A recommended component for career pathways in all Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

4520

MARKETING (MARKETING)

Marketing is a business course that provides a basic introduction to the scope and importance of marketing in the global economy. Emphasis is placed on oral and written communications, mathematical applications, problem solving, and critical thinking skills as they relate to advertising/promotion/selling, distribution, financing, marketing-information management, pricing, and product/service management. Instructional strategies may include a school-based enterprise, computer/technology applications, real and/or simulated occupational experiences, and projects focused on the marketing functions such as those available through the activities in DECA and BPA co-curricular programs.

- Recommended Grade Level: 10-12
- Recommended Prerequisite: Computer Applications
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Course content standards/performance expectations and Indiana Academic Standards integrated at: <http://www.doe.in.gov/octe/bme/curriculum/contentstandardsme.htm> under Marketing Foundations
- Career Clusters: A recommended component for career pathways in all Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

4540

PERSONAL FINANCE (PERS FIN)

Personal Finance is a business course that focuses on personal financial planning. The content includes financial planning, income and asset protection, income and money management, and spending and credit management. Students will learn the financial concepts and principles that provide a basis for avoiding financial pitfalls. This course prepares students for the roles and responsibilities of consumers, producers, entrepreneurs, and citizens. Instructional strategies should include simulations, guest speakers, tours, Internet research, and business experiences. These standards are aligned with the National Business Education Association (NBEA),

JumpStart Coalition for Personal Financial Literacy, and Indiana State University Networks Financial Institute standards and guidelines.

- Recommended Grade Level: 11-12
- Recommended Prerequisite: Computer Applications
- Credits: A one-credit course over one semester
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: A recommended component for career pathways in all Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

TECHNICAL/BUSINESS COMMUNICATION

4508

(TECH BUS COMM)

Technical/Business Communication is a business course that provides students with the communication and problem-solving skills to function effectively in the workplace. Areas of study include written/oral/visual communication, listening, informational reading, Internet research/analysis, and electronic communication. Concepts addressed will include adapting communication to the situation, purpose, and audience. Students produce documents related to employee handbooks, instructional manuals, employment communication, organizational communication, business reports, and social and professional situations using word processing, presentation, multimedia, and desktop publishing software. Instructional strategies should include team projects, class or small group discussions, case studies or scenarios, community-based projects, technology, and business experiences.

- Recommended Grade Level: 11-12
- Recommended Prerequisites: Digital Communication Tools and Computer Applications
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- May fulfill up to two graduation credits of the English/Language Arts requirement
- Course content standards/performance expectations and Indiana Academic Standards Career Clusters: A recommended component for career pathways in several Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

WEB DESIGN

4574

(WEB DESIGN)

Web Design is a business course that provides instruction in the principles of web design using HTML/XHTML and current/emerging software programs. Areas of instruction include audience analysis, hierarchy layout and design techniques, software integration, and publishing. Instructional strategies should include peer teaching, collaborative instruction, project-based learning activities, and school and community projects.

- Recommended Grade Level: 10-12
- Recommended Prerequisites: Digital Communication Tools and Computer Applications
- Credits: A one-credit or two-credit course over one or two semesters

- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Career Clusters: A recommended component for career pathways in the following Indiana career clusters:
 - Arts, AV Technology & Communication
 - Business, Management, & Administration
 - Information Technology
 - Marketing, Sales & Service
- Career pathway information: <http://www.doe.in.gov/octe/facs/CrrClstrGrid.html>

Business Professionals of America is the co-curricular career and technical student organization associated with all CTE Business and Information Technology Programs and integrates its programs and services into the business classroom. BPA is conducted on regional, state, and national levels and tests competency in various areas of business related occupations. The words “Business,” “Professionals,” and “America” define the focus of BPA. Business: the field for which we prepare our students; emphasizes that we educate our students to work efficiently, not only in an office setting, but also in a wide variety of business situations. Professionals: our students indicate they join BPA to take advantage of a wide variety of professional development opportunities. America: symbolizes pride in our country and its free enterprise business system. The Special Recognition Awards Program and the Torch Awards Program are open to participation by all chapters and recognizes outstanding, actively involved members on the local, regional, state, and national levels.

DECA (An Association of Marketing Students) is a co-curricular, international career and technical youth organization with emphasis on developing civic consciousness, leadership skills, social intelligence, and vocational understanding within the student members. DECA offers a comprehensive program of competitive events that contribute to the development of skills necessary for careers in marketing, merchandising, management, and entrepreneurship. The DECA Competency-Based Competitive Events Program facilitates effective integration of DECA as an integral component of the total marketing education instructional program. Events are designed to enable students to engage in activities that will extend their interests and skills for careers in marketing and to measure, via performance indicators, the degree to which skills have already been acquired.